

IS SHE WORTH DYING FOR?

Dear Potential Heart Attack Grill Patrons:

Many people enjoy the company of the sexy “nurse” wait staff at the Heart Attack Grill. But did you know that the endless stream of “naughty nurse” images like those at the Grill weakens the nursing profession and takes lives?

Research suggests that nursing is the most sexually-fantasized-about job. For decades, naughty nurse images have appeared in advertising, the entertainment media, and the clothing and hospitality industries.

Why is that a problem? Because real nurses are college-educated professionals whose job is intensely difficult, mentally and physically. But linking sexual images so closely to their profession reinforces stereotypes that nursing is all about providing sex to patients and physicians, as if nurses were prostitutes. And those stereotypes:

- discourage practicing and potential nurses, especially men;
- encourage sexual abuse of nurses in the workplace; and
- weaken nurses’ claims to adequate staffing and other resources.

Real nurses are skilled professionals — college-educated problem solvers who save lives and improve patient outcomes. But without respect, nursing does not get the resources it needs to educate the next generation, or good nurse-to-patient ratios to make sure nurses can keep an eye on sick patients and catch problems. The result is that **people die**.

The Heart Attack Grill's customers presumably know that the wait staff “nurses” are not really nurses. And some Grill defenders might say that it’s just a joke. But “jokes” have long been used to degrade disempowered groups. All stereotypes have some effect. Studies show that even the entertainment media affects what people think of nursing. The naughty nurse lessens respect for nurses. Even today, fewer than 10% of nurses are men.

Please embrace civility by rejecting the naughty nurse stereotype and asking those who use it to stop. We believe the Heart Attack Grill could do just as well if its wait staff uniforms were just, well, naughty. Please urge the Grill to remove the “nurse” part of its imagery.

Thank you for considering the concerns of the people who really can save your life!

